



SBA State and Regional 2003 Exporter of the Year

In 1996, J&Y International Enterprises, LLC was established to design, manufacture, supply and service water treatment equipment for various industries. J&Y has engineering/sales offices in Menomonee Falls, Wisconsin and Hong Kong and a manufacturing facility in Zhongshan, Guangdong Province in China. This arrangement allows the firm to maintain direct control over the design and manufacturing operations in Wisconsin while also providing direct oversight of the site preparation and product installation activities at the customer's site in Asia. This direct control helps to insure high customer satisfaction with the final delivered product. The products designed and manufactured include:

- reverse osmosis systems
- desalination evaporators
- waste concentration evaporators
- water softeners, carbon/greensand filters, multi-media filters
- and municipal and industrial wastewater treatment systems.



James Schwartz

J&Y's marketing strategy is to promote US manufactured equipment as high technology and high quality; provide in-country service for all the company's equipment; establish affiliates in-country to better serve the customers; and utilize many employees that speak the language of the end-user. The following are targeted markets:

- Major Desalination: The Middle East countries, ocean side power plants, islands, etc. require seawater desalination equipment.
- Marine Desalination: Ocean going vessels (above 10,000 tons) are equipped with desalination plants.
- Offshore Oil Platform: Most offshore oil platforms are equipped with vapor compressions, waste heat or reverse osmosis plants. There are about eight-hundred active oil platforms worldwide.
- Bottle Water Industry: The bottled water market has experienced over twelve percent average growth in the USA for the past fifteen years, over fifteen percent in Hong Kong and almost thirty percent in China for the past five years. This growth rate will continue.
- Pharmaceutical Industry: Most of the developed countries are using pre-packaged water for injection (WFI). WFI is produced by vapor compression or multiple effect distillers.
- Chemical Waste Water Treatment: Factories, chemical plants, paper mills, oil/gas fields, power plants are having waste water discharge problems. Thermal evaporators can be designed for the application to concentrate this waste.

James earned his BS degree in Mechanical Engineering at the University of Wisconsin. He gained invaluable experience during twenty-five years of working for Aqua-Chem, Inc. in Milwaukee. During those twenty-five years, James worked as a product manager for desalination equipment; product manager for chemical process equipment; after market/customer service department manager, and other international sales and marketing positions. His partner, Yun Y. Tom, earned his BS degree in Chemistry, MS degree in Mechanical Engineering and MBA degree at the University of Wisconsin. He also has twenty-two years of experience at Aqua-Chem.

J&Y have struggled through the difficult start-up process of a new business and has reached a level of strong and sustainable sales and profitability. Their sales performance has increased from \$185,000 in 1999 to \$2,900,000 in 2001 and is expected to increase thirty percent in 2002.

Employment has increased from two full-time employees to seven full-time employees from 1999 through 2001.

J&Y represented the Wisconsin Department of Commerce as their Trade Representative for China, Hong Kong and Taiwan. In this capacity, they assisted many companies in their efforts to sell their products and services internationally. They conducted market studies, assisted these companies in identifying/retaining agents and distributors, represented these companies at trade shows and assisted them in hiring personnel in-country. J&Y is also a member of the Wisconsin World Trade Center and the Milwaukee World Trade Association. They volunteered their services by providing various presentations at seminars and conferences for both these organizations to assist small businesses in exporting their products. They also partnered with several other small companies in Wisconsin for export opportunities in China.

We are proud to honor Mr. Schwartz and J&Y International Enterprise, LLC as Wisconsin's 2003 Small Business Exporter of the Year for reflecting the entrepreneurial spirit that SBA seeks to promote and honor.

J&Y International Enterprise, LLC
N92 W17420 Appleton Avenue
Menomonee Falls, WI 53051
262-251-2232 (Phone) 262-251-2275 (Fax)